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ECONOMIC OPPORTUNITY REVIEW COMMITTEE

Room 400, City Hall Philadelphia, Pennsylvania Monday, December 11, 2017 10:00 a.m.

PRESENT:

IOLA HARPER, Executive Director, Office of Economic Opportunity, Chair STEVEN SCOTT BRADLEY, Chairman, African-American Chamber of Commerce ETHELIND BAYLOR, Vice President, AFSCME District Council 47
JENNIFER RODRIGUEZ, President and CEO, Philadelphia Hispanic Chamber of Commerce

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2	CHAIRWOMAN HARPER: We've got a
3	standing-room-only crowd today, so we
4	want to get started so you all can get
5	about your week.
6	Good morning. I want to call
7	this meeting to order. My name is Iola
8	Harper. I'm the Deputy Commerce Director
9	for the City of Philadelphia charged with
10	leading the Office of Economic
11	Opportunity.
12	Some very brief context for
13	those of you who have not been to this
14	meeting before to give you a brief
15	overview of the history and purpose of
16	the EORC, Economic Opportunity Review
17	Committee.
18	In 2012, City Council
19	introduced an ordinance which called for
20	the creation of this Committee, the
21	Economic Opportunity Review Committee,
22	17-1607 of The Philadelphia Code. The
23	work of this Committee includes a number
24	of things. One of them is to oversee and
25	facilitate a public review of the

Page 3 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. implementation, effectiveness, and 3 enforcement of Equal Opportunity Plans. Another is taking public testimony 4 5 related to diversity, inclusion in the City and being responsive to that testimony. A third is facilitating public access to key information that 8 9 will enhance and enable minority, women, and disabled businesses owners to 10 11 successfully do business in the City of Philadelphia. And, finally, this is the 12 Committee that will make recommendations 13 14 to the City Council for the adoption of 15 resolutions calling for appropriate 16 remedial and legal remedies when and 17 where we see flagrant violations to the 18 inclusion commitments made by contractors and subcontractors on City contracts. 19 20 These meetings are held on a quarterly basis, and the dates for 2018 2.1 are forthcoming. Transcripts of this and 22 23 all previous meetings are available online at the OEO website, which can be 2.4 25 found at Philadelphia.gov/OEO.

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2	I'd like to ask the members of
3	the EORC to introduce themselves at this
4	time.
5	MR. BRADLEY: Good morning.
6	I'm Steven Bradley. I'm Chair of the
7	African American Chamber of Commerce.
8	MS. BAYLOR: Good morning,
9	everyone. Ethelind Baylor, Vice
10	President of AFSCME District Council 47.
11	MS. RODRIGUEZ: And good
12	morning. Jennifer Rodriguez, President
13	of the Greater Philadelphia Hispanic
14	Chamber of Commerce.
15	CHAIRWOMAN HARPER: I'd like to
16	say thank you to the Committee for
17	continuing to serve and for your ongoing
18	time and wisdom.
19	And now on to the agenda. We
20	have a fairly brief agenda today, but we
21	do have some very interesting and
22	important topics. First we have Victoria
23	Hosendorf from the Minority Business
24	Development Agency, who will provide
25	updates on the Construction Consortium.

Page 5 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. We then have updates from Sheila Ireland and Nicole Westerman on Rebuild and, 3 finally, we have Nicholas Jann from the 4 5 Office of Economic Opportunity who will provide updates on policy that's impacted 6 OEO and the minority, women, and disabled business community in Philadelphia. 8 9 So I'd like to ask, without further adieu, Victoria to join us up at 10 11 the desk, please. 12 (Witness approached witness table.) 13 14 CHATRWOMAN HARPER: Just 15 briefly, each speaker has been asked to 16 limit their remarks to eight minutes to 17 allow time for questions from the 18 Committee. So whenever you're ready to 19 commence. 20 MS. HOSENDORF: Good morning. I'm Victoria Hosendorf, the Director for 21 the Minority Business Development Agency 22 23 operated out of The Enterprise Center, and we are a federally funded contract 2.4 25 which is under the U.S. Department of

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2	Commerce. And I have some information
3	that I'll leave with each of you.
4	Probably a year and a half ago,
5	we had been asked by a number of people
6	about all of the construction that's been
7	going on in the City of Philadelphia,
8	specifically to west of the Schuylkill,
9	Schuylkill Yards project, what was going
10	on, were minority contractors going to be
11	included, et cetera, et cetera, et
12	cetera.
13	So we started by asking the
14	question, one, who was already certified
15	through OEO and registered in the OEO
16	database; what construction firms were in
17	the union; what their makeup looked like
18	completely.
19	We started by having we
20	separated them by income, and they
21	started coming by their availability. We
22	culminated with a meeting that had Harold
23	Epps come, Jannie Blackwell come, and we
24	had that meeting probably about 75 folks
25	in the minority construction space.

Page 7 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. We realized from conversation 3 that they expanded into three different groups - construction, construction 4 5 management, and FF&E, furniture, fixture, 6 and equipment. And then we wanted to find out what their revenue looked like, past performance. We asked them to put 8 9 together a capability statement so that we had some information on each of those 10 11 firms. From there, we started winded up 12 having -- it just morphed into its own little meeting. So the meetings are 13 14 every third Friday of the month at The 15 Enterprise Center from 11:00 to 1:00, 16 1:30. I try to make the meeting have 17 at least two focuses, the first one being 18 on procurement opportunities that may be 19 20 happening in the construction space, as well as either some technical assistance 2.1 22 or some additional support that they may be looking for. We ask them what they 23 are looking for, what they may need to 2.4 25 help strengthen and grow their

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2	businesses. And from that, we develop
3	what the next set of meetings are going
4	to look like.
5	So the Consortium currently has
6	over 60 minority firms that have been
7	coming. We now know which one of those
8	are union, those that are not.
9	Throughout the last year we've pulled
10	together various type of workshops,
11	networking events for them to participate
12	in. We did a Capital Day where we had
13	over 20 financial investors that will
14	come and talk about various forms of
15	access to capital for them. We did a
16	reverse trade show where they were the
17	host and everyone else walked around and
18	got to see the work that they did. We've
19	done a University Day where we've had the
20	various universities come in and talk
21	about procurement opportunities that
22	would support what they're looking for,
23	what their build is going to be on the
24	university levels, the college levels.
25	So we've had Drexel, Temple, Penn State,

Page 9 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. CCP come in to be able to just kind of 3 give this information. 4 We've actually had Iola come 5 and present to the Committee to talk about what's happening in the City of 6 7 Philadelphia, how OEO is here to support these businesses. Of course, Jannie 8 9 Blackwell has been to a number of these events presenting and speaking to them. 10 11 We've brought in -- they wanted 12 to talk about -- in Baltimore their City Council had been able to do very well 13 14 with using diverse suppliers in their 15 supply chain. So we brought in Wayne 16 Frazier from the Maryland Washington 17 Minority Companies Association, along 18 with Courtney Billups, who was the Chief 19 Minority and Women's Business Opportunity Officer for the City of Baltimore. We've 20 2.1 brought in developers, Brandywine Trust, Clemson, SEPTA, Amtrak. Last month we 22 had Sheila Ireland from Rebuild come in 23 and talk about -- so we've had Rebuild 2.4 25 come in twice so far and talk about

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what's happening in the City.	At this
3 point, last month's meeting wa	as how do we
4 get them ready, what is going	to be
5 needed. So not only did we ha	ave her in,
6 we had three bonding companie:	s come in,
7 because these firms will need	to be
8 bonded as well for these proje	ects.
9 And our main focus w	was, we
10 realized that folks were comin	ng to
11 pre-bid meetings complaining,	and we've
12 all sat in these meetings and	hearing
13 them complain and they had no	place or an
14 avenue to really voice their o	concerns,
15 their heartaches, their disapp	pointments.
16 So this has allowed them to co	ome in, have
17 a place to talk, someone to he	ear, and
18 then we talk about strategies	and ways
19 for them to actually make some	e changes.
20 And some of the stuff I'm giv	ing you is
21 one of their PowerPoints that	they put
22 together of some of their cond	cerns and
23 issues about how do we address	s some of
24 those issues. One is procure	ment and the
25 other one we know is access to	o capital.

Page 11 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. So we're diligently working 3 with them to make sure what's going on, how do we review helping them strengthen 4 their financial acumen to understand 5 6 their businesses, and how do we get them 7 to grow and go to the next level. MR. BRADLEY: Good morning. 8 Му 9 question is, are you collecting data? Are you sharing this information with 10 11 everybody? Are you getting the same 12 consistent group of constituents every morning or do you find different groups 13 14 will come in? 15 I mean, one of my questions is, 16 when you bring those people together, the 17 goal is to collect data so that we can continue to communicate with them and 18 keep them informed of future 19 20 opportunities and try to build a network 21 so that they can kind of share each other's wins and losses and try to build 22 that organization up, because there's a 23 lot of resources out there, but it 2.4 25 doesn't seem like we're all working

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 2.
         together. So that's a good opportunity
 3
         to start bringing people together.
 4
                   MS. HOSENDORF: Yes.
                                          So what
 5
         we've done, we noticed probably the first
         year there was about 20, 25 consistent
 6
 7
         people coming every month. Since then,
         since September we kind of opened up our
 8
 9
         database. So some of you will get
         e-mails saying can you push this out to
10
11
         your network, because we wanted to make
12
         sure that other organizations know what's
         going on, know what's coming out there,
13
14
         and know who the presenters are so that
15
         that information can go out to everyone.
16
                   CHAIRWOMAN HARPER: Victoria,
17
         what can we do, as in the City and OEO,
         what do you think -- I mean, you've had a
18
         year with these folks, and I realize that
19
20
         capital access is a huge obstacle and
21
         challenge, and I don't mean to say
         putting that aside, but I am going to say
22
23
         putting that issue aside, do you have
2.4
         something that you can suggest to my
         office that we can do, an actionable
25
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Page 13 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. strategy, to really be helpful to the businesses that are in the Consortium? 3 MS. HOSENDORF: The biggest 4 5 thing that we see, as you know, any 6 project over a certain size, that once it 7 gets to a certain level, it needs to be a union contractor. A lot of the small 8 9 MBEs are not in the union. So, therefore, they can't bid on these 10 11 projects. It's hard for them to work, so 12 they're looking to be -- if they can be a sub inside of a project, a sub of a sub, 13 14 it's what's happening, it's how they're 15 getting in. 16 So that's where their issues 17 are coming from, of not being able to actually do the work that is slotted for 18 union contractors or union suppliers. 19 20 And then their concern is even if they 21 are offering the fair wage, they're still having challenges with the unions to be 22 23 able to work. So how do we get everyone 2.4 on the same page and figure out is there 25 a strategy, is there a way, is there a

Page 14 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. certain percentage that could go aside --3 put aside for small non-union businesses, 4 because there's no way for them to be 5 able to grow and develop and strengthen 6 their businesses if they can't work. And then the other part is that we hear when they're getting paid. 8 9 yes, some of that is their fault on not having a strong back office of if their 10 11 invoice was not put in properly or in 12 helping them to understand when the 13 payout is. So now we're trying to 14 restructure their thinking about you're 15 going to work for this company. When are 16 they paying out. So it's pay when paid. What does that mean? Ask the question. 17 18 So that might mean you might submit your invoice on the 10th, but that particular 19 20 company is submitting their invoices on 21 the 5th. So now you have to wait that whole entire month to go back around, 22 23 knowing what that means. And then if it went all the way around through the next 2.4 25 month and there was an issue, they may

Page 15 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. not find out soon enough, so now it might 3 be two months before that particular supplier is getting paid. So helping 4 5 them to really, really understand what is 6 going on with the companies that they're beginning to work with, accept contracts 7 from, and then helping them -- like you 8 9 said, the part we put aside is the access to the capital, but if they can't pay 10 11 their current employees, they're not 12 going to be able to go after their -they're afraid to go after the next bid, 13 14 knowing that they can do the work, but they not be able to service the debt. 15 16 MS. RODRIGUEZ: So are you looking -- I think I would be interested 17 18 in having a document that in some way actually tells us what your findings are 19 20 after this one year. 2.1 MS. HOSENDORF: Okav. 22 MS. RODRIGUEZ: I think it 23 would be really useful to have something that you can go back on, otherwise we 2.4 25 have this conversation and it sort of

disappears and it's hard for organizations like the Chamber to really start looking at doing things a little bit differently or preparing the businesses that would like to know a breakdown demographically, how many Asian businesses are you having in the Consortium. I think this is something that it's very interesting to me personally as a representative of the Hispanic Chamber. I'm also interested in learning from you, do these businesses, in your estimation, do they have business models that are replicable and are they profitable? So I find in the work that I do that businesses do not have systems that really enable them to scale, that their utilization of technology is poor, that their back office is not really up to standard. What's your sense? MS. HOSENDORF: So I agree. We've seen where the ones that do have the systems put in place, those are the	Page 16
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	25 the systems put in place, those are the

Page 17 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. ones that have been very profitable, making an impact in their community and 3 in their firm. Also some of those firms 4 5 have JV'd with other people, had joint 6 ventures, partnership arrangements. 7 of them might have already gone through the 8A program even on the construction 8 9 side. So they have built their wealth from the 8A program, those contracts on 10 the federal side, and they're still 11 12 having issues trying to get through some of our local -- say some of the 13 14 universities that are here, they're still 15 having those challenges. 16 And then the ones that don't 17 have the full systems in place, it's truly trying to get them to understand 18 where are they, you know. You came into 19 this. You have the skill set, but now 20 21 let's help develop everything else that 22 you might need. So when we bring some of the presenters, we'll see that the 23 attendance may not be high at first, and 2.4 25 then we have to make phone calls to help

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2	them understand like we're bringing in
3	what you asked for, you asked for a tax
4	attorney to come in to help you
5	understand because we're ending this year
6	and you're getting ready to go into a
7	brand new year. You asked for tax credit
8	information, so we're bringing these
9	people in. Now we need you to actually
10	be in the room to hear the information.
11	And that's where we're seeing some of our
12	challenges too.
13	MS. RODRIGUEZ: So how many of
14	the 60 businesses that you have in the
15	cohort would you say are profitable with
16	systems that are replicable and are on a
17	scaling sort of mode, if you will? And
18	the reason I ask is because there's data
19	about Latino-owned businesses that states
20	that only 3 percent of Latino-owned
21	businesses generate over a million
22	dollars in revenue a year. So if that is
23	the case, you can only imagine how few
24	businesses are ready to really engage in
25	the type of contracting that we are so

Page 19 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. concerned about, right? So I'm interested in knowing of those 60, how 3 many would you say are sort of ready and 4 5 prepared at the moment? MS. HOSENDORF: So we haven't 7 run the data to find out exactly what's what, and that's a lot of them opening up 8 9 and sharing some information to us. based upon what we see, what I've seen 10 11 from these businesses, when I sit in 12 other oversight committee meetings and I look to see if their names are up there, 13 14 you know, because you can say one thing, 15 but proof is in the pudding. When I look 16 up and I don't see your name there 17 nowhere along the way, then that makes me wonder. I'm also able to run Hoover 18 reports to find out what's going on on 19 some of these businesses to understand 20 2.1 what their makeup has been in the past. I would say so out of the 60 or 22 23 so that we have, we have about -- so it varies, because you got to understand 2.4 25 those that come to the meetings may not

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2	be always those those are the ones
3	that some will take the time and put
4	aside to come. Others will, I can't come
5	because I have five projects that I'm
6	working on. So I see both. We see both.
7	I would say at least half are
8	doing well in their mind. The other half
9	are ones that we know that there are
10	challenges, whether it's back office,
11	whether it's we talk about capital,
12	whether it's them not understanding that
13	they are not the face of their
14	organization and we need to bring someone
15	else in, whether it's union issues,
16	non-union issues, whether they're working
17	in the City, federal. So it's a lot of
18	variables there.
19	MS. RODRIGUEZ: Thank you.
20	MS. BAYLOR: Hi. When you were
21	speaking, you said you had 60 minority
22	firms. Inclusive of the minority, does
23	that include women, disabled, as well as
24	all other races?
25	MS. HOSENDORF: Yes. We have

Page 21 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. Asian, we have Latino. All of the races 3 are included. I don't think we have any 4 disabled, but we do have some veterans. 5 MS. BAYLOR: You also said that 6 you have already identified those that are union and those that are not. 7 MS. HOSENDORF: Yes. 8 9 MS. BAYLOR: Is that information shared with Iola and her 10 11 office? 12 MS. HOSENDORF: As of right now, it is not, because we just had that 13 14 meeting last month. 15 MS. BAYLOR: Is it possible 16 that you could share that information 17 with her? 18 MS. HOSENDORF: I can, yes. 19 MS. BAYLOR: So do you find that -- and I heard you mention this --20 that some of the work is slotted for 2.1 union workers and union suppliers. Some 22 of the work is slotted for union workers 23 as well as union suppliers, but others 2.4 25 are finding it hard to access into the

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2	labor unions. Is that what you're
3	saying?
4	MS. HOSENDORF: That's what
5	they're saying back to us, yes.
6	MS. BAYLOR: So have you looked
7	into that any further?
8	MS. HOSENDORF: We are so
9	we'll ask them what's going on, but we've
10	not sat down with all of we haven't
11	sat down with any of the unions actually.
12	We're still new.
13	MS. BAYLOR: All right. Thank
14	you.
15	MS. HOSENDORF: You're welcome.
16	CHAIRWOMAN HARPER: Thank you,
17	Victoria.
18	MS. HOSENDORF: Thank you.
19	CHAIRWOMAN HARPER: I'd like to
20	ask Sheila Ireland and Nicole Westerman
21	to join us, and they are going to give
22	some programmatic updates or just
23	Sheila Ireland on the Rebuild program.
24	They're both coming. Thank you.
25	(Witnesses approached witness

Page 23 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. table.) CHAIRWOMAN HARPER: Whenever 4 you ladies are ready. 5 MS. IRELAND: Good morning. I'm pleased to present the following 6 information as an update on the progress of the Rebuild initiative. In this 8 9 presentation I'll focus on four fundamental areas of Rebuild's 10 11 operations - physical improvement, diversity and inclusion, community 12 engagement, and fiscal management. 13 14 I'll start with physical 15 improvements. We are in the process of 16 establishing the first cohort of project 17 users. As you are aware, the Rebuild 18 program is structured so that 19 Philadelphia area non-profits, referred to us as project users, will execute the 20 physical improvements to our parks, 2.1 libraries, and recreation centers. 22 23 Qualifications to become a project user were established in the 2.4 25 Rebuild ordinance passed in June. Four

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2	public information sessions were held
3	with over 200 attendees.
4	The first request for
5	qualifications for project users was due
6	on September 29th. Thirty-one
7	organizations applied, and these
8	applications were reviewed by an RFQ
9	review committee, which included
10	individuals from Commerce, Planning and
11	Development, OEO, Philadelphia Parks and
12	Recreation, Public Property, the Chief
13	Administrative Office, and two
14	representatives from City Council, Matt
15	Stitt and Councilman Wilson Goode, Jr.
16	The committee qualified 21
17	project users. They are and don't
18	kill me Asociacion Puertorriquenos en
19	Marcha good? Okay. Good Beech
20	Interplex, Boys and Girls Clubs,
21	Community Ventures, Diversified Community
22	Services, the Fairmount Park Conservancy,
23	Free Library Foundation, Habitat for
24	Humanity Philadelphia, Hace, Impact
25	Services Corporation, Mount Airy USA, New

Page 25 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 1 2. Kensington CDC, Nicetown CDC, Pennsylvania Horticultural Society, 3 People's Emergency Center, Public Health 4 5 Management Corporation, Spring Garden CDC, The Enterprise Center, the Universal 6 Companies, Trust for Public Land, and Urban Roots. 8 9 The next order of business was to build the Rebuild project statement. 10 11 The Rebuild team submitted a preliminary 12 project statement budget and site list to City Council in late September for the 13 first 18 months of Rebuild. 14 15 documents were slated to be formally 16 introduced in City Council at the end of 17 November, 60 days, as required, after the submission of the preliminary versions. 18 On November 30th, the bill was not 19 introduced, but it is our hope that it 20 will be introduced when Council 2.1 22 reconvenes in mid-January. 23 Once approved, Rebuild projects could be initiated in early 2018. 2.4 25 site selection process drew heavily on a

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2	planning process that mapped data to
3	identify neighborhoods needing
4	investment, neighborhoods in transition,
5	priorities identified in previous
6	planning processes, and co-located civic
7	assets.
8	Rebuild staff also worked
9	closely with City Council members and the
10	staff on project prioritization, as well
11	as multiple City agencies, including, but
12	not limited to, Parks and Recs, the Free
13	Library, the Office of Sustainability,
14	the Office to Transportation and
15	Infrastructure, oTIS, Planning and
16	Development, Commerce Department, Office
17	of Diversity and Inclusion, Water
18	Department, and Community Schools.
19	So as we begin to prepare to
20	take on these projects with the passing
21	of legislation of the soda tax and
22	passing of the ordinance, Rebuild staff
23	has been working on various operational
24	procedures and mechanisms to enable the
25	implementation of Rebuild design and

Page 27 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. construction work once legislation is passed. These include working with Parks 3 and Rec staff to establish design 4 5 standards to be used by project users and 6 others to promote efficiency and simplify maintenance across facilities; planning for the orientation and training of 8 9 project users to prepare them properly for the multiple responsibilities of 10 11 Rebuild projects; creating a grant 12 application process to enable project users to apply to work and receive 13 14 funding on Rebuild eligible sites; and, 15 lastly, coordinating with the 16 Philadelphia Redevelopment Authority and Parks and Rec's skill trades to prepare 17 18 for any projects not implemented by project users. 19 In the area of diversity and 20 inclusion, I'll begin with business 21 To rebuild -- to reach 22 supports. 23 Rebuild's goal, the participation by minority-owned businesses, which is 15 to 2.4 25 20 percent participation by women in

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2	professional services contracts, 30 to 35
3	percent participation by minority-owned,
4	and 15 to 20 percent by women-owned
5	businesses in construction contracts,
6	Rebuild has conducted an ambitious
7	communication strategy. To date, we have
8	conducted over ten public information
9	sessions from September 3rd through
10	November 2nd. And in addition,
11	presentations have been made to the
12	Chambers of Commerce and to various
13	consortiums throughout the City.
14	The goal of this work has been
15	simple: to spread the word about the
16	availability of contracting opportunities
17	with Rebuild to the minority, women, and
18	disabled-owned business community.
19	Rebuild has contracted services
20	with Talson Solutions to support these
21	efforts. In addition to their community
22	engagement work, they have been focused
23	on understanding where there are common
24	barriers to contracting with the City of
25	Philadelphia. Two surveys have been

Page 29 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. completed. The first survey was with the 3 registered vendors in the OEO database. The second survey was sent to businesses 4 5 who have expressed direct interest in working with Rebuild. One hundred and eighty-eight companies responded to the survey, and as you can imagine, thanks to 8 9 Victoria's testimony, the top three issues identified were slow payments, 10 11 obtaining work as a prime, and funding. Part of the role that Talson 12 Solutions will play is to provide 13 14 concierge services for Rebuild vendors. 15 The service will be designed to promote 16 the growth and development of minority, women, and disabled firms working on 17 18 Rebuild projects. In addition, Rebuild is exploring different mechanisms to 19 20 support the ability of minority, women, 2.1 and disabled businesses to engage in work with the City of Philadelphia, including 22 23 normalizing insurance requirements and creating an owner-controlled insurance 2.4 25 program for Rebuild projects.

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2	We are also working with OEO to
3	develop the Emerging Vendors Program.
4	Deputy Commerce Director Harper has
5	envisioned a program that will allow
6	non-certified businesses the opportunity
7	to do business with Rebuild up to a
8	maximum of 150,000 over one year. The
9	caveat being that these businesses will
10	be actively seeking certification during
11	that timeframe.
12	The workforce update, as you
13	know, the City has developed for us
14	stretch goals for workforce diversity.
15	They are as follows: Total minority
16	labor and skilled workforce hours 45
17	percent, 27 percent going to African
18	Americans, 14 percent to Hispanic, and 3
19	percent to Asian. Total hours for women
20	equals 5 percent, and local hires must
21	equal 50 percent.
22	Rebuild is building a
23	two-pronged approach to workforce
24	development within the City of
25	Philadelphia to meet the historic 45

Page 31 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE percent participation rate established by 2. 3 the City, a new skilled trades pipeline program called the PHL Pipeline in 4 5 support of talent development for the staff at PRA. Phase 1 of the PHL Pipeline is conducting a targeted needs assessment to understand the business 8 9 needs of key stakeholders involved. that end, the following steps have been 10 11 taken: a comprehensive investigation in approach of the results of the PennAssist 12 program; ongoing meetings with 13 14 Philadelphia Area Labor Management 15 Committee to ensure organized labor's 16 commitment and engagement in the 17 development of the PHL Pipeline; ongoing 18 meetings with Philadelphia Works to ensure our program design is in alignment 19 with their resources. 20 2.1 The grounding philosophy, logic model, implementation timeline, and 22 23 initial mind map for the PHL Pipeline has been developed, and strategic 2.4 25 partnerships between Rebuild, CCP, and

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2 F	Philadelphia Works are being formulated
3 t	to deliver talent to the Redevelopment
4 A	Authority.
5	Third on the agenda is
6 c	community engagement. Since October of
7 2	2016, we have provided numerous in-person
8 u	updates to a variety of groups to keep
9 s	stakeholders up to date on how the
10 R	Rebuild project is progressing. These
11 g	groups include, but are not limited to,
12 t	the Parks Friends Network, Philadelphia
13 F	Recreation Advisory Council, Friends of
14 t	the Free Library, Library Community
15 S	Schools, Neighborhood Advisory Councils,
16 c	citywide meetings. We've also made
17 v	various radio appearances, WURD, WHYY, to
18 p	provide periodic updates on how the
19 p	program is progressing.
20	Last, but not least, for
21 f	finance and administration, whose
22 c	overarching goal is integrity and
23 t	cransparency, Rebuild has held regular
24 p	planning meetings with the offices most
25 d	directly involved in establishing the

Page 33 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. framework for program integrity and 3 transparency, including the Office of the Chief Integrity Officer; the Inspector 4 5 General, with whom we are drafting the 6 Rebuild rule book to be used in project user training as a compliance reference for all partners; Office of the City 8 9 Controller, which will serve as the independent fiscal monitor for all 10 Rebuild funds expended by the City or 11 that through PAID; Office of the Director 12 of Finance, which will oversee the issue 13 14 of Rebuild bonds through PAID and is helping the Rebuild Office establish 15 16 budgeting and payment processes/practices 17 consistent with establishing City 18 policies and best practices; and of course PIDC and PAID -- boy, the 19 alphabets -- which will serve as the 20 2.1 financing conduit for the Rebuild program process, most Rebuild financial 22 transactions, and establish a Rebuild 23 financial database and reporting system 2.4 25 that will be accessible to the Rebuild

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2	Office, Controller's Office, and the
3	Office of Director of Finance.
4	This work will facilitate
5	Rebuild's work to create a streamlined
6	vehicle for the delivery of contracts
7	and, more importantly, payments to
8	project users. Ongoing work includes
9	finalizing agreements with the
10	Controller's Office to carry out
11	financial reviews throughout the life of
12	the initiative; finalize the form of
13	Rebuild sub-grant agreements and
14	establish requirements for contracts and
15	invoice and processing; and through PIDC
16	and PAID, complete the build-out of
17	Rebuild's financial system and database
18	designs, standard financial reports to
19	provide it on a quarterly basis to the
20	Rebuild oversight committees, City
21	Council, other City departments, and the
22	general public.
23	That concludes my testimony on
24	the progress of Rebuild. I apologize.
25	I'm sure I went over eight minutes.

Page 35 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. CHAIRWOMAN HARPER: Any questions? 3 MS. RODRIGUEZ: Yes. Can you 4 5 tell me a little bit more about the scope of work that Talson Solutions is 7 undertaking with the concierge services? MS. IRELAND: Yeah. So Talson 8 9 Solutions' contract falls into some distinct areas. One, where concierge 10 11 services are what we call technical 12 assistance. So when you heard me speak 13 before, the process has been, one, to 14 survey the OEO database to get some understanding of basic barriers. 15 Two was 16 to survey our database to understand what we're doing. And then, third, once we 17 have aggregated that database, we had 18 about 188 people respond to the survey. 19 It's to have a deeper understanding 20 2.1 through their doing focus groups and ongoing questionnaires, so to speak, to 22 23 dig in to really understand the constraints that businesses have when 2.4 25 they're trying to work with the City.

As a result of that, we'll develop a baseline understanding of the type of vendors we're able to serve, because funds are limited, and the types of issues we'll be able to address as we move forward. We are trying to really segment the issues we can address, because as you know, the issues for business can be as individual as the business, but they are centering around the issue of slow payments, which is similar to what Victoria found, back office operations, capital funding, those types of issues. There is a training program that we are in the midst of rolling out as we speak that talks about specifically addressing those areas as well, and then there is they have report cards that	Page	36
develop a baseline understanding of the type of vendors we're able to serve, because funds are limited, and the types of issues we'll be able to address as we move forward. We are trying to really segment the issues we can address, because as you know, the issues for business can be as individual as the business, but they are centering around the issue of slow payments, which is similar to what Victoria found, back office operations, capital funding, those types of issues. There is a training program that we are in the midst of rolling out as we speak that talks about specifically addressing those areas as well, and then there is they have report cards that	1	12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE
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10 know, the issues for business can be as 11 individual as the business, but they are 12 centering around the issue of slow 13 payments, which is similar to what 14 Victoria found, back office operations, 15 capital funding, those types of issues. 16 There is a training program 17 that we are in the midst of rolling out 18 as we speak that talks about specifically 19 addressing those areas as well, and then 20 there is they have report cards that	8	We are trying to really segment
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There is a training program that we are in the midst of rolling out as we speak that talks about specifically addressing those areas as well, and then there is they have report cards that	14	Victoria found, back office operations,
that we are in the midst of rolling out as we speak that talks about specifically addressing those areas as well, and then there is they have report cards that	15	capital funding, those types of issues.
as we speak that talks about specifically addressing those areas as well, and then there is they have report cards that	16	There is a training program
addressing those areas as well, and then there is they have report cards that	17	that we are in the midst of rolling out
20 there is they have report cards that	18	as we speak that talks about specifically
	19	addressing those areas as well, and then
tell you what their baseline is and their	20	there is they have report cards that
	21	tell you what their baseline is and their
ability to move their business forward	22	ability to move their business forward
with the support of Talson Solutions.	23	with the support of Talson Solutions.
MS. RODRIGUEZ: Will the	24	MS. RODRIGUEZ: Will the
findings of the surveys be made	25	findings of the surveys be made

Page 37 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 1 2. available? MS. IRELAND: They certainly 3 4 can be. 5 MS. RODRIGUEZ: Thank you. MS. BAYLOR: I like the idea of 6 7 the skills trade pipeline. I just wanted to know if you had quantity. Like how 8 9 many people would be needed to fill that leadership pipeline as of yet? 10 11 MS. IRELAND: So the pipeline 12 is intended very specifically to create opportunities for people to enter the 13 14 skilled trades via the work of the 15 Rebuild projects. So as the legislation 16 passes, as project users apply for grants 17 and we know what projects they will be 18 engaged with, that will dictate the number of people who can participate in 19 20 the pipeline. MS. BAYLOR: So if I understand 21 you correctly, and I just want to make 22 23 sure that I'm clear, you have to wait first for the legislation to pass and 2.4 25 then to see how many vendors are

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 2.
         applying --
 3
                   MS. IRELAND: Yes.
 4
                   MS. BAYLOR: -- to determine
 5
         the number who will be in that pipeline?
         But at that point, do you think it's --
 6
         do you think at that point it may be a
 7
         little bit behind the eight ball or would
 8
 9
         you be able to make sure you get the
         people trained in enough time to produce
10
11
         the work?
12
                   MS. IRELAND:
                                  That's a good
         question. So the way I like to build
13
14
         programs specifically is to understand
15
         the skill sets across the disciplines
16
         that we know we're able to employ on
17
         Rebuild projects and then to be able to
         build the curriculum, build the program
18
19
         from recruitment, selection, assessment
         to actual training, evaluation, and
20
21
         support. And then it's just a matter of
         pressing go once you know what is going
22
23
              Because the reality is that for most
         projects, there's a community design and
2.4
25
         engagement process that will take them at
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Page 39 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. least three months before a shovel can hit the ground. So we have that lead 3 time in addition to the time that we have 4 5 now to build out. So we will be ready. 6 MS. BAYLOR: Okay. Thank you. 7 MS. RODRIGUEZ: So what areas of work do you anticipate the pipeline 8 9 will be fulfilling? MS. TRELAND: So one of the 10 11 things that's going on during the needs 12 assessment is to understand a couple things, right? I'd like to understand 13 14 both labor supply and labor demand and 15 whether or not I can take the population 16 that we're trying to serve and actually build the skills that they need to be 17 successful within the constraints of time 18 and money. So a lot of times when we 19 build programs, we have this idea of what 20 the outcome is. I'd like to work from 2.1 both ends at the same time so I 22 understand. 23 So, for instance, some of the 2.4 25 problems that we have here in

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2	Philadelphia are, we have schools that
3	are not necessarily equipping a lot of
4	their population with the math and
5	reading skills that are required to get
6	into the trades. That 10th grade math
7	requirement is just real. It is what is
8	required to pass the test to get into the
9	trades. So given the constraints that I
10	have, who can I serve specifically and
11	how can I get them there in the fastest,
12	most efficient manner. So that requires
13	me to look at projects and look across
14	the skilled trades and understand also
15	where they have capacity.
16	So as an example, if you're
17	going to compare the number of carpenters
18	that are available and the number of
19	vacancies that are available to say the
20	number of vacancies that are available in
21	steamfitters, you're talking about a huge
22	difference from one discipline to
23	another. I'm trying to push as many
24	people as I can into the union in jobs
25	that fit their skills, strengths, and

Page 41 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. temperaments and work that's readily 3 available. 4 Some work is more readily 5 available than others. So I can tell you 6 as the conversations go through, it's focused more on carpentry, drywall, painting, taping, laborers. At the high 8 9 end I have some interest in plumbers and electricians, but I have a higher skill 10 11 set that's harder for me to get to and I 12 have a lower number of employees that I can place. So I'm trying to balance the 13 14 two, especially coming right out of the 15 gate, to make sure that I have both the 16 ability to train and train effectively so 17 people can get where they are and then I 18 have the need for them long term over projects so this is just not a Band-Aid 19 20 but a long-term solution to entering the 2.1 trades. 22 Did I answer --23 MS. RODRIGUEZ: It does. hesitation here is, Philadelphia is a 2.4 25 place where a million and a half people

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2	live, and Rebuild is only going to employ
3	so many people. So this match that we're
4	talking about seems to me almost like an
5	artificial sort of challenge, if you
6	will, because I can't imagine that there
7	are not more people qualified to do the
8	math than jobs available. So I'm just
9	wondering this whole exercise, how real
10	must it really be, because, you know, I
11	can't just imagine that you're going to
12	employ so many people that you're really
13	going to that we need all this
14	training and all of there should be
15	people out there that are just plug and
16	play, you know, that you may have to do
17	some retraining of some sort but that
18	don't require this three-month
19	necessarily. That's just my doing a
20	rough math here in my head.
21	MS. IRELAND: I completely
22	agree with you, and I would say to you in
23	this particular case, you're preaching to
24	the choir, because the way I like to
25	build programs specifically is to address

Page 43 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. the soft skills gap, not the technical 3 skills gap. But here we have a different kind of issue we're dealing with, where 4 5 regardless of your experience or 6 background, ultimately to get to the job 7 that we are talking about you're getting to, at least on projects over \$3 million, 8 9 you have to take and pass the union test. So it's nothing other than -- I think 10 11 about going to college. I could not pass 12 the GRE today. I'm not ashamed to say it, but I studied for it and I practiced 13 14 for it and I passed and I went to 15 college. You know what I mean? And so I 16 think in that particular aspect, there is 17 some technical skills training. But I 18 agree with you. There are more than enough people to fill the number of 19 20 positions that Rebuild will represent who 21 already have the skill sets, absolutely, but there are other things that are 22 23 preventing them from getting into the union that we plan to address in the 2.4 25 context of that training program.

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2	MS. RODRIGUEZ: Thank you.
3	MR. BRADLEY: My question is,
4	are efforts being made for professional
5	services, doing outreach for professional
6	services, whether it's legal, insurance,
7	whatever other industries, to make
8	sure the professional service tends to
9	be kept under the table and contracts are
10	rewarded, but I want to make sure that
11	we're doing outreach in those areas also.
12	MS. IRELAND: Yeah.
13	MS. WESTERMAN: Nicole
14	Westerman.
15	Yes, definitely professional
16	services are a focus for Rebuild as well.
17	We think that the professional services
18	that we will be using the most will be
19	architecture, engineering, project
20	management services, but certainly as you
21	mentioned, insurance, attorney services
22	also very necessary, and we have had
23	interest in all of those areas so far.
24	So in the work that Sheila was talking
25	about by Talson, we're working diligently

Page 45 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. to make sure that we're capturing all of the firms who are interested in those 3 professional services opportunities as 4 5 well and looking ahead to the near future. The long game is developing the 6 7 capacity of professional services firms so that they are able to take on larger 8 contracts over time. 9 One of our hopes for Rebuild is 10 11 that since it's supposed to be a multi-year initiative, that firms do have 12 enough work to build their capacity over 13 14 time. So in the near term, I think in 15 architecture in particular, there is --16 today there's not a huge pool of minority 17 firms in particular. So we really hope to encourage those project users and the 18 Redevelopment Authority, to the extent 19 20 that they're holding contracts, to 21 structure contract opportunities in such a way that we're building smaller firms 22 23 and making sure that they are coming 2.4 along during the process. 25 MS. IRELAND: I might add also

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2	that as part of the work that we're doing
3	around engagement with small business, it
4	is about bringing the project users and
5	small business together for networking
6	opportunities to understand that
7	minority, women, and disabled businesses
8	are out here, right, ready to do business
9	on Rebuild projects as well. And then in
10	the project user training the project
11	users will have, they will be introduced
12	to specific scenarios that we've created
13	for them to understand how to engage
14	minority, women, and disabled businesses.
15	CHAIRWOMAN HARPER: Thank you.
16	Our final presenter today is
17	Nicholas Jann from the Office of Economic
18	Opportunity.
19	(Witness approached witness
20	table.)
21	MR. JANN: Good morning. I
22	want to apologize in advance for being
23	very congested.
24	My name is Nick Jann. I am the
25	Director of Data and Policy for the

Page 47 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE Office of Economic Opportunity. I'm here 2. this morning to discuss the publication 3 of the 2017 OEO Annual Report as well as 4 some recent legislation that will affect 5 our work in OEO. Our office released the Fiscal Year 2017 Annual Report this past 8 9 November. The report details the minority and women-owned business 10 11 participation on most of the for-profit 12 contracting done by the City and its quasi-public agencies, as well as some 13 14 federally funded projects. 15 The total eligible contract value exceeded \$1.1 billion. 16 When we 17 calculate our annual participation rate, we remove contracts on which there is no 18 possibility of participation. This can 19 20 be because there are no minority or 2.1 woman-owned firms in the industry or because of strict requirements placed on 22 23 the contract by the department that makes contracting more difficult. 2.4 25 After these contracts are

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2	removed, the total dollars across all
3	categories is reduced to about a billion.
4	For these available dollars, the City
5	achieved a 35 percent participation rate
6	across its five main contracting
7	categories in all its major departments.
8	When citywide contracts are added in, the
9	participation rate is nearly 34 percent.
10	When we add in the quasi-public and
11	federally funded contracts, over which
12	the City and OEO has less influence, the
13	participation rate drops to 31.7 percent.
14	This cumulative number is still an
15	improvement of 1.2 percent on the FY16
16	rate.
17	So moving forward, in the past
18	year, three bills have been introduced
19	and passed that will affect our work in
20	OEO, Bills No. 161106, 170726, and
21	170849. And I'll briefly provide a
22	description of each bill and its
23	implications.
24	Bill No. 161106 was introduced
25	by Councilwoman Reynolds Brown in 2016

Page 49 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. and signed into law in October of this It alters the contents of the 3 standard Economic Opportunity Plan by 4 5 stating that any project with a budget of at least \$5 million must require an 6 oversight committee. This committee can 7 take many forms, providing OEO with the 8 9 freedom and discretion to determine what sort of oversight each project requires. 10 11 This bill will increase the scrutiny with 12 which the City oversees EOP projects, both that are owned by the City as well 13 14 as projects in the private sector that 15 require Council approval. It will create 16 new work for our office, but we are in 17 the process of hiring additional staff 18 whose primary role will be oversight 19 related. This bill and the additional 20 staffing will allow us to increase the 21 breadth of our reporting and the accountability of project owners and 22 23 prime contractors. Next, Bill No. 170726 was 2.4 25 introduced by Councilman Oh and signed in

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2	November of this year. It develops a
3	framework by which City Council may
4	decide to hold a public hearing and adopt
5	a resolution to withhold payment or
6	terminate a contract from a contractor
7	that failed to meet its EOP goals.
8	And, finally, Bill No. 170849
9	was also introduced by Councilwoman
10	Reynolds Brown. It was voted out of
11	committee and will be read at Council
12	this week. This bill amends the content
13	of the EOP to require all those signing
14	to disclose as a part of the EOP document
15	their past performance on any other
16	projects they worked on with EOPs dating
17	back three years. The bill goes even
18	further requiring applicants to disclose
19	EOP performance not only under their
20	current incarnation but any other
21	corporate entities with which they were
22	associated. This will help OEO and the
23	City understand how to approach each
24	project by establishing a baseline from
25	prior performance and ensuring that we do

Page 51 1 12/11/17-ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2. not miss any data because a firm has 3 created a new corporate entity for a particular development project. 4 5 OEO will work in conjunction 6 with the developers requesting the EOP and the City's Developer Services Office to quickly and accurately collect this 8 9 data, which will then be memorialized in the EOP itself. 10 11 I'm happy to answer any 12 questions anyone may have about the legislation or the report. 13 14 (No response.) 15 MR. JANN: Fantastic. Thank 16 you. 17 CHAIRWOMAN HARPER: So it looks 18 like we have no public testimony today. So seeing as there is no one here to 19 20 provide public testimony, I'd like to dismiss the meeting, but -- adjourn the 2.1 meeting, but I want to end by thanking 22 23 again our Committee members for your year of service. OEO appreciates your time 2.4 25 and your wisdom, and we look forward to a

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2 prosperous and forward-moving 2018.
3 Thank you so much.
4 (Economic Opportunity Review
5 Committee concluded at 10:55 a.m.)
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1			
2	CERTIFICATE		
3	I HEREBY CERTIFY that the		
4	proceedings, evidence and objections are		
5	contained fully and accurately in the		
6	stenographic notes taken by me upon the		
7	foregoing matter, and that this is a true and		
8	correct transcript of same.		
9			
10			
11			
12			
13			
14	MICHELE L. MURPHY		
15	RPR-Notary Public		
16			
17			
18			
19			
20	(The foregoing certification of this		
21	transcript does not apply to any reproduction		
22	of the same by any means, unless under the		
23	direct control and/or supervision of the		
24	certifying reporter.)		
25			

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